



**Newport & Bristol County Convention & Visitors Bureau  
DBA Discover Newport  
Board of Directors Meeting  
12pm – Tuesday, February 16, 2016  
Held at:  
Gateway Center  
23 America's Cup Ave.  
Newport, RI**

**MEETING MINUTES:**

The meeting was called to order at 12:04pm by Chairman Len Panaggio.

**BOARD MEMBERS IN ATTENDANCE WERE:**

Nancy Blount, Stephan Brigidi, Keith Chouinard, John Edick, Matt Gineo, Duncan Maio, Len Panaggio, Rick Peckham, Barbara Pelletier, Matt Plumb, Brad Read, Paul Rodrigues, Brewer Rowe, Nancy Parker Wilson

**BOARD MEMBERS ABSENT & EXCUSED WERE:** Nancy Blount, Karen Oakley, Rusty Sallee, Kathleen Seguin

**BOARD MEMBERS ABSENT & NOT EXCUSED WERE:**

**STAFF PRESENT WERE:** Evan Smith, Cathy Morrison, Kathryn Farrington, Tim Walsh, Alyson Adkins, Anna Duffy

**GUESTS PRESENT WERE:** NONE

**I. PREVIOUS MEETING MINUTES:**

The previous meeting minutes for January 2016 were reviewed by the board. A motion to accept the minutes was made by Matt Gineo and seconded by Stephan Brigidi. The motion passed unanimously.

**II. PUBLIC COMMENT:**

There were no comments from the public.

**III. TREASURER'S REPORT:** Brewer Rowe reported on the following:

The treasurer's report for January 2016 was read by Treasurer Brewer Rowe. City Bed Tax through November, 2015 was up +9.62%, YTD; Regional Bed Tax was up +12.43%, YTD; Bristol Bed Tax was up +5.52%, for a combined YTD Bed Tax, through November, 2015 up +10.33%. Brewer reviewed the revenues and expenses for the month of January 2016. A motion to accept the Treasurer's report for January 2016 was made by Rick Peckham and seconded by Duncan Maio. The motion passed unanimously.

Brewer reviewed an outline detailing allocation of funds toward company initiatives, programming for marketing and sales, employee retirement and F/T staff bonus plan. \*See Appendix A. Discussion followed. A motion to approve the investment of uncommitted funds was made by Paul Rodrigues and seconded by Keith Chouinard. The motion passed unanimously.

**IV. PRESIDENT'S REPORT:** Evan Smith reported on the following:

- Evan asked Keith Chouinard to review for the board the Tourism Improvement District (TID) webinar he participated in. We are exploring the feasibility and benefits this may have locally. Discussion followed.

**V. COMMITTEE REPORTS:** None given in the interest of time.

**VI. STAFF REPORTS:**

**A. OPERATIONS:**

Cathy Morrison, Vice President of Operations updated the board on the current status and upcoming events in Operations including the Winter Fest activities, construction in the lobby and sidewalk repairs.

**B. MARKETING:**

Kathryn Farrington, Vice President of Marketing updated the board on the current status and upcoming events in the Marketing Department including updates to the website, social media hits and bloggers. The February marketing meeting topic will be Trip Advisor 2016/2017 trends and will be at the Newport Harbor hotel on the 17<sup>th</sup> at 11am.

**C. SALES:**

Tim Walsh, Vice President of Sales updated the board on the current status and upcoming events in the Sales Department including the Discover New England conference in April and the U.S. Ultimate Frisbee championships at URI on April 4<sup>th</sup>. ESPN will be covering this event live.

**VII. UNFINISHED BUSINESS:** None

**VIII. NEW BUSINESS:** None

**IX. ADJOURNMENT:** The meeting adjourned at 12:58pm.

**The next Board Meeting will be held  
Tuesday, March 15, 2016**

## Appendix A

### Investment of uncommitted funds

#### Company initiatives

- Reserves – minimum \$110k
- TID - \$55k
- DestinationNext - \$15K

#### Programs

- Marketing - \$25k
  - FY 2016-\$8,000
    - \$4,000 for video/images
    - \$4,000 for international image brochure
  - FY 2017-\$17,000
    - Printing for a new travel/inspirational guide
    - Production of a digital magazine, including purchasing of images
- Sales - \$25K FY 2017
  - Tradeshow registrations/travel
    - HelmsBriscoe ABC
    - MPI WEC
    - Connect New England
    - Iceland Air Summit
    - Smart Meetings

#### Employees

- Retirement \$40K
- Bonus - \$75K+/- (including payroll taxes) for FT staff

Total for FY 2016 ~ \$138,000

Total for FY 2017 ~ \$97,000 (will show as a deficit in the budget, TID is included in this amount)